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We claim:

1. An optical filter arrangement comprising a substrate, a first reflecting area defined by at least a first reflecting layer overlying the substrate and arranged to reflect at least a first waveband of light in the visible spectrum between 450 nm and 650 nm from a reflecting side of the filter arrangement, a second reflecting area adjacent the first reflecting area and defined by at least a second reflecting layer overlying the substrate and being arranged to reflect at least a second waveband of visible light from the reflecting side of the filter arrangement, and at least one transmission balancing means arranged to compensate for transmission mismatch in visible light transmitted through the first and second reflecting layers, whereby the distinction between the first reflecting area and the second reflecting area is visually perceptible when viewed from the reflecting side of the filter arrangement, and is substantially visually imperceptible when viewed through the filter arrangement from an opposite side thereof, wherein the transmission balancing means comprises at least a first metallic thin film of a predetermined thickness, and a second metallic thin film of the same

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material as the first metallic thin film and of a predetermined thickness which is different to the predetermined thickness of the first metallic thin film, and wherein the first reflecting layer includes a first reflecting surface defined by the first metallic thin film, in conjunction with at least a first optical thins thin film overlying the first reflecting surface, the thickness of the first optical thin film determining the particular first waveband or color of light being reflected off the first reflecting area, and the second layer includes at least the second metallic thin film.

2. An optical filter arrangement according to claim 1 in which the second reflecting layer includes a second reflecting surface defined by the second metallic thin film, in conjunction with at least a second optical thin film overlying the second reflecting surface, the thickness of the second optical thin film being different to the thickness of the first optical thin film, and the thickness of the second optical thin film determining the particular second waveband or color of light being reflected off the second reflecting area.

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3. An optical filter arrangement comprising a substrate, a first reflecting area defined by at least a first reflecting layer overlying the substrate and arranged to reflect at least a first waveband of light from a reflecting side of the filter arrangement, a second reflecting area adjacent the first reflecting area and defined by at least a second reflecting layer overlying the substrate and being arranged to reflect at least a second waveband of light from the reflecting side of the filter arrangement, and at least one transmission balancing means arranged to compensate for transmission mismatch in light transmitted through the first and second reflecting layers, whereby the distinction between the first reflecting area and the second reflecting area is measurably perceptible when viewed from the reflecting side of the filter arrangement, and is substantially measurably imperceptible when viewed through the filter arrangement from an opposite side thereof, wherein the transmission balancing means is selected from the group consisting of:

a) at least a first metallic thin film of a predetermined thickness and a second metallic thin film of a predetermined thickness, and

b) the substrate, wherein the substrate comprises a material which has an absorption characteristic that compensates for transmission imbalances in light transmitted through the first and second reflecting layers;

and wherein the first reflecting layer includes a first reflecting surface defined by the first metallic thin film, in conjunction with at least a first optical thin film overlying the first reflecting surface, the thickness of the first optical thin film determining the particular first waveband or color of light being reflected off the first reflecting area, and the second layer includes at least the second metallic thin film.

4. An optical filter arrangement comprising

- a) a substrate;
- b) a metallic thin film layer overlying the substrate on a first side, wherein the metallic thin film layer forms a metallic surface opposite the substrate;
- c) a first dielectric thin film having a predetermined thickness and overlying a first area of the metallic surface;
- d) a second dielectric thin film overlying a second area of the metallic surface, the second dielectric thin film having a predetermined thickness different from the predetermined thickness of the first dielectric thin film;

wherein light incident on the optical filter arrangement from the first side is reflected by the metallic surface in a first waveband in the first area of the metallic surface, the first waveband determined by the predetermined thickness of the first dielectric thin film;

wherein light incident on the optical filter arrangement from the first side is reflected by the metallic surface in the second area of the metallic surface in a second waveband, different from the first waveband, the second waveband determined by the predetermined thickness of the second dielectric thin film; and

wherein the metallic thin film layer balances transmission of light incident on the optical filter from the first side such that the intensity of light in the first waveband transmitted through the first area is 50% or greater than the intensity of the light in the first waveband transmitted through the second area, and wherein the intensity of the light in the second waveband transmitted through the second area is 50% or greater the intensity of the light in the second waveband transmitted through the first area.

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5. A transparent construction including a reflective pattern thereon, the construction comprising:

a. a transparent substrate having a front surface and a back surface, wherein the substrate is selected from the group consisting of (i) windscreens, (ii) windows of a land, sea or air transport vehicle, (iii) visors (iv) lenses, (v) architectural glass, (vi) skylights, and (vii) sun-

roofs;

b. a first partially reflective optical coating disposed on a first portion of the front surface of the substrate so as to define a first reflecting area, the first optical coating comprising at least one optical thin film, and the first optical coating reflecting at least a first waveband of light in the visible spectrum from light incident on the first optical coating from the front side of the substrate; and

c. a second partially reflective optical coating disposed on a second portion of the front surface of the substrate so as to define a second reflecting area, the second optical coating comprising at least one optical thin film and the second optical coating reflecting at least a second waveband of light in the visible spectrum from light incident on the second optical coating from the front side of the substrate; wherein

d. the first and second reflecting areas cooperate to define a predetermined pattern which is visibly perceptible when viewed from the front side of the substrate and substantially visually imperceptible when viewed through the back side of the substrate.

6. A transparent construction according to claim 5, wherein the substrate is a lens for a pair of sunglasses.

7. A transparent construction according to claim 5, wherein the substrate is a windscreen or window of a land, sea or air transport vehicle.

8. A transparent construction according to claim 5, wherein the substrate is a visor for a helmet.

9. A transparent construction according to claim 5, wherein the predetermined pattern comprises at least one pattern selected from the group consisting of logos, pictures, signs, and devices.

10. A transparent construction according to claim 6, wherein the predetermined pattern comprises a logo.

11. A transparent construction according to claim 7, wherein the predetermined pattern comprises a logo.

12. A transparent construction according to claim 8, wherein the predetermined pattern comprises a logo.

13. A transparent construction according to claim 5, wherein the first partially reflective coating comprises at least a first metallic thin film of a predetermined thickness overlying the front side of the substrate and at least one optical thin film overlying the first metallic thin film.

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14. A transparent construction according to claim 13, wherein the second partially reflective coating comprises at least a second metallic thin film of a predetermined thickness overlying the front side of the substrate.

15. A transparent construction including a reflective pattern thereon, the construction comprising:

a. a transparent substrate having a front surface and a back surface, wherein the substrate is selected from the group consisting of (i) windscreens, (ii) windows, (iii) visors (iv) lenses, (v) architectural glass, (vi) skylights, and (vii) sun-roofs;

b. a first partially reflective, partially transmissive optical coating disposed on a first portion of the front surface of the substrate so as to define a first reflecting area, the first optical coating comprising at least one optical thin film, and the first optical coating reflecting at least a first waveband of light in the visible spectrum from light incident on the first optical coating from the front side of the substrate; and

c. a second partially reflective, partially transmissive optical coating disposed on a second portion of the front surface of the substrate so as to define a second reflecting area, the second optical coating comprising at least one optical thin film and the second optical coating reflecting at least a second waveband of light in the visible spectrum from light incident on the second optical coating from the front side of the substrate; wherein

d. light reflecting from the first and second reflecting areas creates a predetermined pattern which is visibly perceptible when viewed from the front side of the substrate; and

wherein

e. the first optical coating and the second optical coating have substantially the same optical transmittance characteristics so that the pattern is substantially visually imperceptible when viewed through the back side of the substrate.

16. A transparent construction according to claim 15, wherein the substrate is a lens for a pair of sunglasses.

17. A transparent construction according to claim 15, wherein the substrate is a windscreen or window of a land, sea or air transport vehicle.

18. A transparent construction according to claim 15, wherein the substrate is a visor for a helmet.

19. A transparent construction according to claim 15, wherein the predetermined pattern comprises at least one pattern selected from the group consisting of logos, pictures, signs, and devices.

20. A transparent construction according to claim 16, wherein the predetermined pattern comprises a logo.

21. A transparent construction according to claim 17, wherein the predetermined pattern comprises a logo.

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22. A transparent construction according to claim 18, wherein the predetermined pattern comprises a logo.

23. A transparent construction according to claim 15, wherein the first partially reflective coating comprises at least a first metallic thin film of a predetermined thickness overlying the front side of the substrate and at least one optical thin film overlying the first metallic thin film.

24. A transparent construction according to claim 23, wherein the second partially reflective coating comprises at least a second metallic thin film of a predetermined thickness overlying the front side of the substrate.

25. A method of forming a transparent construction including a reflective pattern thereon, the method comprising:

a. selecting a transparent substrate having a front surface and a back surface, wherein the substrate is selected from the group consisting of (i) windscreens, (ii) windows of a land, sea or air transport vehicle, (iii) visors (iv) lenses, (v) architectural glass, (vi) skylights, and (vii) sun-roofs;

b. applying a first partially reflective optical coating on a first portion of the front surface of the substrate so as to define a first reflecting area, the first optical coating comprising at least one optical thin film, and the first optical coating reflecting at least a first waveband of light in the visible spectrum from light incident on the first optical coating from the front side of the substrate; and

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c. applying a second partially reflective optical coating on a second portion of the front surface of the substrate so as to define a second reflecting area, the second optical coating comprising at least one optical thin film and the second optical coating reflecting at least a second waveband of light in the visible spectrum from light incident on the second optical coating from the front side of the substrate; wherein

d. the first and second reflecting areas cooperate to define a predetermined pattern which is visibly perceptible when viewed from the front side of the substrate and substantially visually imperceptible when viewed through the back side of the substrate.

26. A method of forming a transparent construction including a reflective pattern thereon, the method comprising:

a. selecting a transparent substrate having a front surface and a back surface, wherein the substrate is selected from the group consisting of (i) windscreens, (ii) windows, (iii) visors (iv) lenses, (v) architectural glass, (vi) skylights, and (vii) sun-roofs;

b. applying a first partially reflective, partially transmissive optical coating on a first portion of the front surface of the substrate so as to define a first reflecting area, the first optical coating comprising at least one optical thin film, and the first optical coating reflecting at least a first waveband of light in the visible spectrum from light incident on the first optical coating from the front side of the substrate; and

c. applying a second partially reflective, partially transmissive optical coating on a second portion of the front surface of the substrate so as to define a second reflecting area, the second optical coating comprising at least one optical thin film and the second optical coating

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reflecting at least a second waveband of light in the visible spectrum from light incident on the second optical coating from the front side of the substrate; wherein

d. light reflecting from the first and second reflecting areas creates a predetermined pattern which is visibly perceptible when viewed from the front side of the substrate; and wherein

e. the first optical coating and the second optical coating have substantially the same optical transmittance characteristics so that the pattern is substantially visually imperceptible when viewed through the back side of the substrate.

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